

## STAFF REPORT

DATE September 19, 2017  
PLACE 50 W Gay St  
TIME 3:00 pm

### A CALL TO ORDER

### B HOUSEKEEPING ITEMS

### C APPROVAL OF MINUTES

~3:05 Meeting Summary – June 20, 2017

### D OLD BUSINESS - APPLICATION FOR CERTIFICATE OF APPROVAL

~3:07 17-05-001 Address: 491 West Broad Street  
Property Owner: A.D. Farrow  
Applicant: Blostein/Overly Architects  
To be reviewed: Site plan revision; Graphics and Lighting Plan

**Sub-Districts:** West Broad St Arts and Innovation Dodge Park

**Code Reference:** 3323.21 Development Standards  
3375 Graphics  
3381 Graphics

#### Staff Observations:

491 West Broad Street is an approximately 1 acre site located on three parcels spanning from S. May Ave to McDowell St. The site is currently occupied by the A.D. Farrow Co., a Harley-Davidson motorcycle dealership. The property owner presented before the Board during the June 20<sup>th</sup> meeting for the construction of a 9,400 SF building addition to the existing motorcycle dealership. The Board approved the application with the condition that the applicant return for a review of their graphics and lighting plan.

Today, the applicant will be presenting to the Board a revised site plan that includes:

1. The approved sidewalk hardscape at the rear of the existing building has been removed and replaced with an ADA entry ramp.
2. Approved relocation of the alley with additional landscaping on May Avenue have been removed.
3. Reconfiguring the parking lot layout to accommodate an additional 11 spaces more than the previously approved 56 spaces (proposing 67 spaces total).

**Applicable Code Development Standards:**

Standard	Broad Street Sub-District	Staff Comments
Minimum Parking Setback	5'	Previously Approved at 0'
Lighting	3323.21	Additional information requested. Staff recommends that all new lighting be projected downward
Graphics	3323.21	Not consistent. Roof mounted signs prohibited
Parking	<b>Required Parking</b> Existing uses = 41 New = 36 Total = 77 spaces Bicycle parking required = 6	<b>Proposing:</b> Providing 67 parking spaces. Requesting a modification of 10 parking spaces 14 motorcycle spaces provided  <b>Previously approved:</b> provided 56 parking spaces. A modification of 21 parking spaces. 26 motorcycle spaces provided
Landscaping and screening	3312.21	Previously Approved for no interior shade trees or perimeter landscaping for the parking lot
Administrative requirements	3312.03	Previously Approved to allow a portion of the parking lot to be located on a separate parcel.

**Applicable Plan Development Standards:**

Lighting	
<ul style="list-style-type: none"> <li>Lighting should be appropriate to its location and utilized to enhance security and highlight distinguishing characteristics of buildings.</li> </ul>	Additional information requested from the applicant. Staff recommends downward directed recessed lamps
<ul style="list-style-type: none"> <li>Lights should have fully shielded, recessed lamps directed downward to prevent glare and shine above the horizontal plane.</li> </ul>	Additional information requested from the applicant. Staff recommends downward directed recessed lamps
<ul style="list-style-type: none"> <li>For aesthetic compatibility, light standards should be of the same or similar type and color.</li> </ul>	Consistent
<ul style="list-style-type: none"> <li>Where appropriate, lighting should highlight special architectural or landscape features and/or prominent buildings and gateways.</li> </ul>	Staff has requested the applicant provide an example of proposed light fixture
<ul style="list-style-type: none"> <li>Wall-mounted lights should be directed downward. Soffit-mounted light fixtures should be recessed in the soffit or otherwise fully shielded from view from any property line.</li> </ul>	Additional information requested from the applicant. Staff recommends downward directed recessed lamps

General Guidelines	
<ul style="list-style-type: none"> <li>A wide range of design styles are appropriate for East Franklinton, with preference for contemporary design and materials.</li> </ul>	Consistent
<ul style="list-style-type: none"> <li>Signs that reinforce the creativity, craftsmanship, and industrial character of the East Franklinton District are encouraged.</li> </ul>	Consistent
<ul style="list-style-type: none"> <li>Signage should be pedestrian in orientation and scale. Wall and blade signs are preferred. Auto-oriented signage is not appropriate for this district. The Review Board may consider auto-oriented signage requests featuring unique and artistic elements if such graphics are integral to the design of a building, development, and/or character of the sub-districts.</li> </ul>	Not consistent. Staff considers proposed street sign auto-oriented due to size and scale. Staff recommends that the applicant reduce the height of the sign to 2ft. Staff considers Blade sign auto-oriented and recommends for the applicant to reduce its size
<ul style="list-style-type: none"> <li>New signage should be designed to be a logical and complementary component of the overall design of a storefront and/or the associated building's architecture.</li> </ul>	Not consistent. Staff recommends moving the signage to the fit within the signage band.
<ul style="list-style-type: none"> <li>Each ground floor tenant space or building (if single tenant occupancy) may have one projecting sign and either one wall sign or awning sign(s), as approved by the Review Board (see subsections herein for design specifics).</li> </ul>	Consistent
<ul style="list-style-type: none"> <li>In addition to sign types prohibited in the East Franklinton District (3323.21) and general Graphics section of the Zoning Code (3375.13), the following types of signs are not appropriate: pole-mounted signs, co-op or tenant panel signage, signage that emits noise, moving objects and sign components, animation, LED (light emitting diodes) and related screens, projectors and related equipment, LED programmable signs and neon used as a window element. New lighting technologies may be considered on a case by case basis.</li> </ul>	Not consistent. The street sign is mounted on top of parapet and above the roof line. This is considered a roof sign. Roof signs are prohibited in EFD per 3323.21
Wall Signs - Building	
<ul style="list-style-type: none"> <li>The width of building wall signs should not exceed 50 percent of the width of the structure.</li> </ul>	Consistent.
Projecting (Blade) Sign Guidelines	
<ul style="list-style-type: none"> <li>The maximum allowable area for a projecting sign should be 12 square feet per side; 24 square feet total.</li> </ul>	Not consistent. Proposed sign is approx. 35 sq. ft.
<ul style="list-style-type: none"> <li>The maximum horizontal projection measured from the building should not exceed four feet or two-thirds of the sidewalk width, whichever is less.</li> </ul>	Not consistent. Proposed sign is projects outward over 7 ft. Staff recommends reducing the size of the blade sign to be more pedestrian oriented
<ul style="list-style-type: none"> <li>A minimum of 10 feet of clearance should be maintained between grade and the bottom of the sign. Approval by the Department of Public Service may be required for signs that project into the right-of-way.</li> </ul>	Consistent. Blade sign is 13 ft. above grade. However, applicant should also contact DPS to gain permission to project unto R/W

Site Plan Revision: The proposed site plan revisions are generally consistent with the recommendations of the East Franklinton Creative Community District Plan (EFCCD). Staff supports a parking reduction from 77 to 67 spaces (10 space reduction) since the applicant is providing more than the 56 spaces previously approved. However, staff will reiterate previous recommendations for street trees to be evenly dispersed around the perimeter of site and recommends parking lot screening is provided on May Ave.

Graphics: Staff does not support the applicant's graphic plan as submitted.

- **Storefront Sign:** The East Franklinton Graphic Design guidelines support a wide range of design styles with preference for contemporary design and materials. However, roof-mounted signs are prohibited within the District. In addition, the design guidelines recommend that storefront signage should be located within the signage band. Staff recommends that the size of the sign be reduced (maximum of 2 ft. tall) and placed within the signage band. An alternative recommendation is to relocate the street sign from the existing building to the new building and provide street trees along the building frontage.
- **Blade Sign:** The proposed sign is not consistent with the East Franklinton District's Graphic Design Guidelines recommendations pertaining to horizontally projected signs. Staff recommends for the size of the sign be reduced to be more pedestrian oriented.

Lighting: Staff has requested that the applicant provided additional information on the proposed wall pack lighting and recommends that all new lighting should be projecting downward.

The applicant is requesting the following modifications to the East Franklinton Development Standards:

1. To reduce the minimum parking requirement from 77 to 67 spaces (10 space reduction)
2. To permit a roof mounted sign in the East Franklinton District

Staff Recommendation:	Approval	Approval with Conditions	Table	Disapproval
	1. Staff recommends reducing the size of the storefront sign to be more pedestrian oriented (max 2 ft. tall).			
	2. Staff recommends reducing the size of the blade sign to be more pedestrian oriented (12 square feet per side)			
	3. Staff recommends street trees evenly dispersed around site.			
	4. Parking lot screening on May Ave.			
	5. Proposed lighting should be projected downward.			

## E NEW BUSINESS - APPLICATIONS FOR CERTIFICATE OF APPROVAL

~3:30 17-09-001 Address: 566 West Rich Street

Property Owner: Scott Guiler

Applicant: Red Herring Productions

To be reviewed: Graphics

**Sub-Districts:** West Broad St Arts and Innovation **Dodge Park**

3323.21 Development Standards

**Code Reference:** 3375 Graphics

3381 Graphics

### Staff Observations:

566 West Rich Street is located at the corner of W Rich St and S Gift St and is occupied by an existing one-story structure that is currently used as a theater. The applicant is seeking review and approval for two display signs that will display the date, time and the names of featured attractions that will appear at that venue. The graphics will be interchangeable depending on the show that is featured. In addition, the applicant is proposing light fixtures to illuminate the signs and sidewalk below.

### Applicable Code Development Standards:

Standard	Art and Innovation District	Staff Comments
Lighting	3323.21	Consistent
Graphics	3323.21	Consistent

**Applicable Plan Development Standards:**

Lighting	
<ul style="list-style-type: none"> <li>Lighting should be appropriate to its location and utilized to enhance security and highlight distinguishing characteristics of buildings.</li> </ul>	Consistent
<ul style="list-style-type: none"> <li>Lights should have fully shielded, recessed lamps directed downward to prevent glare and shine above the horizontal plane.</li> </ul>	Consistent
<ul style="list-style-type: none"> <li>For aesthetic compatibility, light standards should be of the same or similar type and color.</li> </ul>	Additional details requested
<ul style="list-style-type: none"> <li>Wall-mounted lights should be directed downward. Soffit-mounted light fixtures should be recessed in the soffit or otherwise fully shielded from view from any property line.</li> </ul>	Consistent
Graphic Design Guidelines	
<ul style="list-style-type: none"> <li>A wide range of design styles are appropriate for East Franklinton, with preference for contemporary design and materials.</li> </ul>	Consistent
<ul style="list-style-type: none"> <li>Signs that reinforce the creativity, craftsmanship, and industrial character of the East Franklinton District are encouraged.</li> </ul>	Consistent
<ul style="list-style-type: none"> <li>Signage should be pedestrian in orientation and scale. Wall and blade signs are preferred. Auto-oriented signage is not appropriate for this district. The Review Board may consider auto-oriented signage requests featuring unique and artistic elements if such graphics are integral to the design of a building, development, and/or character of the sub-districts.</li> </ul>	Not consistent. Staff recommends reducing the size of the sign.
Wall Signs - Building	
<ul style="list-style-type: none"> <li>The width of building wall signs should not exceed 50 percent of the width of the structure.</li> </ul>	<ul style="list-style-type: none"> <li>Consistent. However, Staff recommends that the applicant consider the placement of the sign so that it's centered between the window and the parapet along Rich St.</li> </ul>

The EF Graphics Design Guidelines recommend a wide range of design styles for the East Franklinton, with preference for contemporary design and materials. Based on these recommendations, staff considers both signs to be appropriate, but recommends that the signs be centered between the window and the parapet and to reduce the size of the sign to be more pedestrian oriented. Staff recommends the Board approve rotating graphics with the condition all graphics are related to performances at the venue and no off-premise graphics will be displayed.

**Staff Recommendation:**

Approval

Approval with Conditions

Table

Disapproval

1. Signs are centered between the windows and parapet
2. Size of signs reduced to be more pedestrian orientated
3. No off-premise graphics will be displayed on either proposed signs

**F****NEXT MEETING**

Tuesday – October 17, 2017 at 50 W Gay St at 3:00 pm